"PANAVISION DAY" AT MUSEUM

In recognition of an often neglected aspect of film -- its technology -- The Museum of Modern Art's Department of Film will present a special program on Thursday, January 10, devoted to Panavision, Inc., developers over the past 15 years of new motion picture equipment. Robert Gottschalk, President of Panavision, Inc., will discuss technical developments in the film industry and will demonstrate the new Panaflex camera at 8:00 P.M. in the Museum auditorium, after which "Magnum Force," the first feature film to be shot with the Panaflex camera, will be shown.

Robert Gottschalk's first major invention was an anamorphic projection lens which, when fitted to a regular 35mm projector, adapted it for newly developed large screen processes, thus eliminating the need for expensive new projection systems. He subsequently formed his own company, Panavision, which has continued to manufacture and distribute cameras and lenses which have been used on more than 1000 feature films in every major country in the world.

Robert Gottschalk and Panavision have won seven Academy Awards for technical achievements, the latest for the revolutionary Panaflex camera, a lightweight, soundless camera which can be converted from a studio model weighing only 35 pounds to a hand-held model (25 pounds) in less than a minute.

"Magnum Force" (1973), directed by Ted Post and starring Clint Eastwood, is the first feature film to be shot entirely with the Panaflex camera; it will be shown at 8:00 P.M. on January 10. "Butch Cassidy and the Sundance Kid" will be presented at 5:30 P.M. the same day as an example of a picture shot in the Panavision process.

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